USER SATISFACTION IN EUROPE

PCS / WORKSTATIONS

1992

INPUT

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MARCH 1993

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1992

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INPUT
1280 Villa Street
Mountain View, CA 94041-1194

Customer Service Programme—Europe
(CECSP)

User Satisfaction in Europe, PCs/Workstations, 1992

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Abstract

This study presents data relating to user perceptions of vendor service performance and user satisfaction with the servicing of PCs/Workstations.

The data presented in this study has been collected by INPUT between April and June 1992 in a survey of computer users in the U.K.

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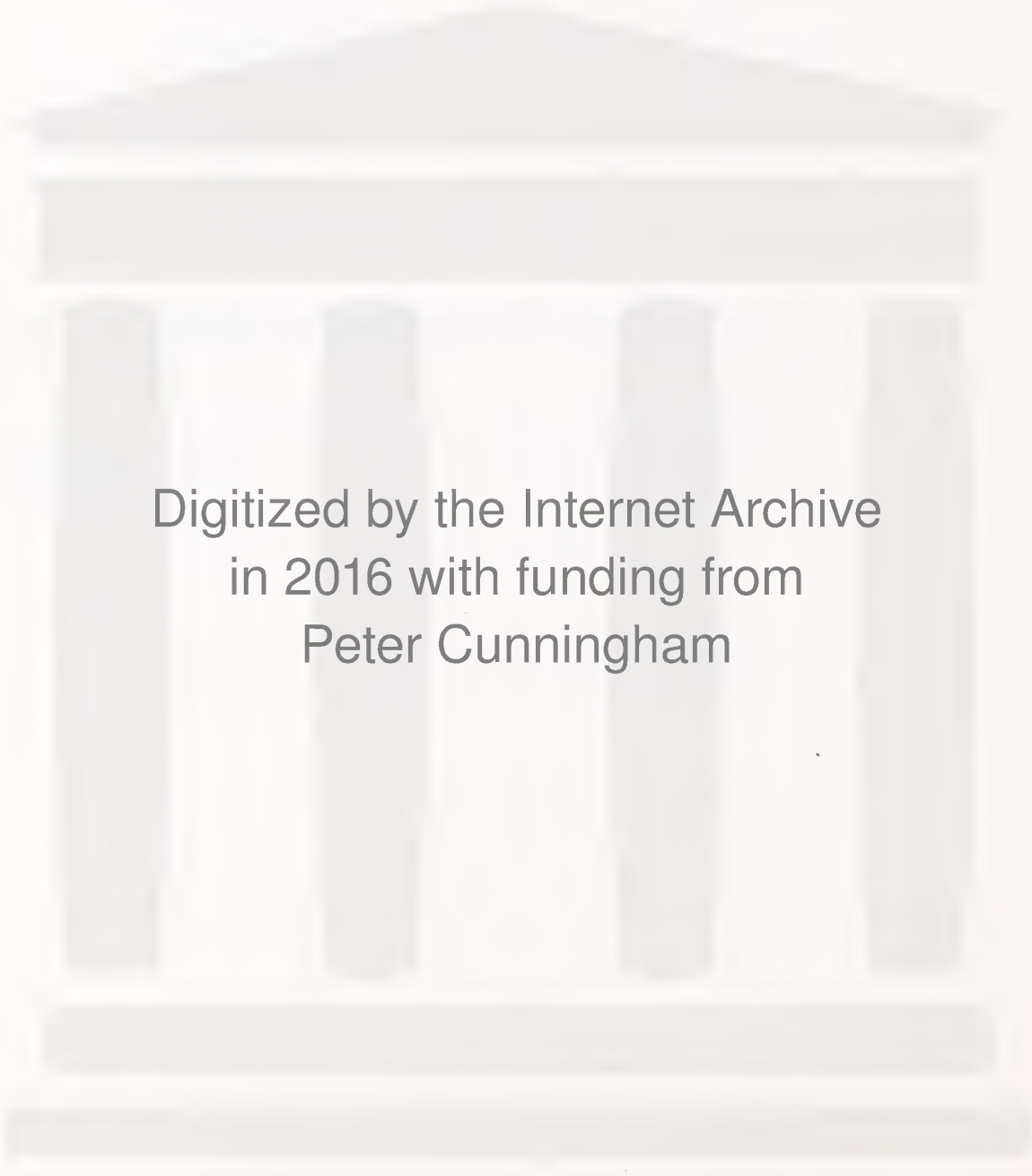
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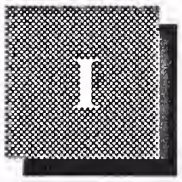

Introduction

This study on user requirements for customer service in the U.K. presents the PC/Workstation user's view on various aspects of computer system service and support. The report also analyses user requirements for services ancillary to the actual maintenance and support of the PCs/Workstations.

The structure of this report is as follows:

- Chapter 1 introduces the scope, survey methodology, and how to interpret the data.
- Chapter 2 is an executive overview of the findings.
- Chapter 3 contains the presentation of the analysed survey data.

A
Scope

The aspects analysed in the report are listed below:

- Users' criteria for selecting a service vendor.
- Users' reasons for choosing an independent maintenance organisation (IMO) for the maintenance of their PC/Workstation bases.
- Type of vendor providing hardware service.
- Users' reasons for not choosing an independent organisation for the maintenance of their PC/Workstation bases.
- Users' satisfaction with the availability of their PC/Workstation bases.
- Users' requirements for response and repair time.

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- Users' views on the following aspects of hardware maintenance:
  - Spares availability
  - Engineer skills
  - Problem escalation
  - Documentation
  - Remote diagnostics
- Users' requirements for ancillary services.

B
Methodology

The data presented in this report was compiled from interviews with 51 PC/Workstation users in the U.K. Users were chosen at random and interviewed by telephone. The basis of the user interviews was a questionnaire relating to the aspects of service mentioned above. Although the questionnaire used was the same as the other two parts of INPUT's 1992 User Satisfaction Survey, not all the questions were found to be applicable. Hence, this report is shorter than those reporting on the other two parts of the survey.

The respondents were senior managers for computer departments of companies using large numbers of PCs. Exhibit I-1 shows the breakdown of interviews by industry sector.

A copy of the user questionnaire is included in Appendix A.

EXHIBIT I-1

User Sample by Industry Sector

Industry	Respondents
Manufacturing	18
Distribution	2
Transportation	3
Utilities	1
Banking/Finance	7
Insurance	2
Services	5
Medical	3
Education	2
Central Government	-
Local Government	5
Others	3
Total	**51**

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C
Interpretation of Data

The definitions of system availability, response time, repair time and the list of ancillary services are given in the questionnaire.

Mean values are used throughout the tabulated data presented in this report. These mean values refer to either the mean value of user sample ratings for specific aspects of service performance, or to the overall mean value for a range of service performance factors. In either case, the mean value calculation is weighted according to the number of user responses recorded.

In analysing the data presented in this report, INPUT carefully scanned all the answers given during the interviews. When these answers were considered to be a gross departure from the norm, the data was discounted. The objective of this exercise was to eliminate the worst effects of skew in the distributions caused by such gross distortions.

In this report, ratings for importance and satisfaction are on a scale of 0 to 10 where:

- Importance

  - 0 = of no importance whatsoever or not applicable
  - 1 = of very low importance
  - 5 = of average importance
  - 10 = extremely important

- Satisfaction

  - 0 = not applicable or not experienced
  - 1 = very low satisfaction
  - 5 = average satisfaction
  - 10 = total satisfaction

The satisfaction index throughout this report is based on the difference between the importance and satisfaction ratings for specific aspects of service. The questions concerning importance and satisfaction were asked at the same time and the answers therefore reflect the respondent's value judgment at that time.

- Ratings of 10 and 10, or 6 and 6, etc., give a difference value of zero, indicating that the importance needs are fully satisfied.

- Ratings of importance 8 and satisfaction 9 would indicate overfulfillment of the needs, and would give a satisfaction index of -1. In INPUT's analysis, an overfulfillment of -1 is represented as (1).

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- Ratings of importance of 6 and satisfaction 5 indicate underfulfillment of the needs and would give a satisfaction index of 1, the degree of fulfillment being related to the magnitude of this difference.

- Satisfaction index can thus be interpreted as follows:

  - (2) = clearly overfulfilled or oversatisfied
  - (1) = overfulfilled or oversatisfied
  - 0 = completely satisfied
  - 1 = concerns and worries
  - 2 = real dissatisfaction
  - 3 = pain level

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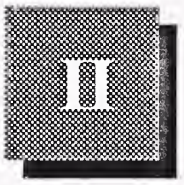

Executive Overview

The U.K. 1992 PC/Workstation User survey is based on a sample size of 51. It is the first such survey undertaken by INPUT in Europe and thus represents an introduction into a new area of the marketplace of INPUT's traditional user satisfaction methodology, which has now been in operation in Europe for 10 years.

The results of the survey show the following key points:

- Price received the highest mean importance rating as a criterion in selecting a service vendor; however, the mean importance ratings for the quality of service and technical expertise criteria were only slightly lower. On the other hand, the "ability to provide other services" criterion received a very low mean importance rating.

- Independent maintenance organisations (IMO) were chosen by a majority of users as their PC hardware service providers. The main reasons given for choosing them were:

  - The lost cost of their service (100% of relevant respondents)
  - The fact that they provided a local service

- Coming next in preference as hardware service providers are Dealers/VARs and in-house departments. The reasons for choosing these are also the low cost and the fact that they provide a local service, although not in the same proportion as for IMOs.

- Users are oversatisfied with their vendors' hardware service performance and with their system availability.

- None of the users in the sample find any need for remote diagnostics for their PC hardware, at least not as an external service. Only 57% of the respondents use external resources for dealing with problem escalation.

- In-house departments are the main providers of systems software support. Dealers and manufacturers are also important systems software support providers.

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- Forty-nine percent of the respondents have an annual renewable systems software support contract.

- Only 26% of the respondents resort to telephone assistance to solve their systems software problems.

- Ninety-five percent of the respondents received response time at most equal to the time they find acceptable; the same percentage is found concerning repair time. It should be noticed that 43% and 47% of respondents respectively do not find that these questions (acceptable response and repair times) are applicable to their PC servicing situations. This may mean that they have not thought about the problems involved in such a formal way or else it reflects the fact that they deal with availability problems by means of swapping in spare units.

- Users express slight undersatisfaction with for their systems software support.

- None of the respondents find any need of remote diagnostics for their systems software, at least as a service from an external provider.

- Except for desktop services, consultancy and cabling, few users resort to the other ancillary services offerings mentioned in the questionnaire. At the present time in the U.K., these services are hardly perceived as a requirement.

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III

Presentation of Data

EXHIBIT III-1

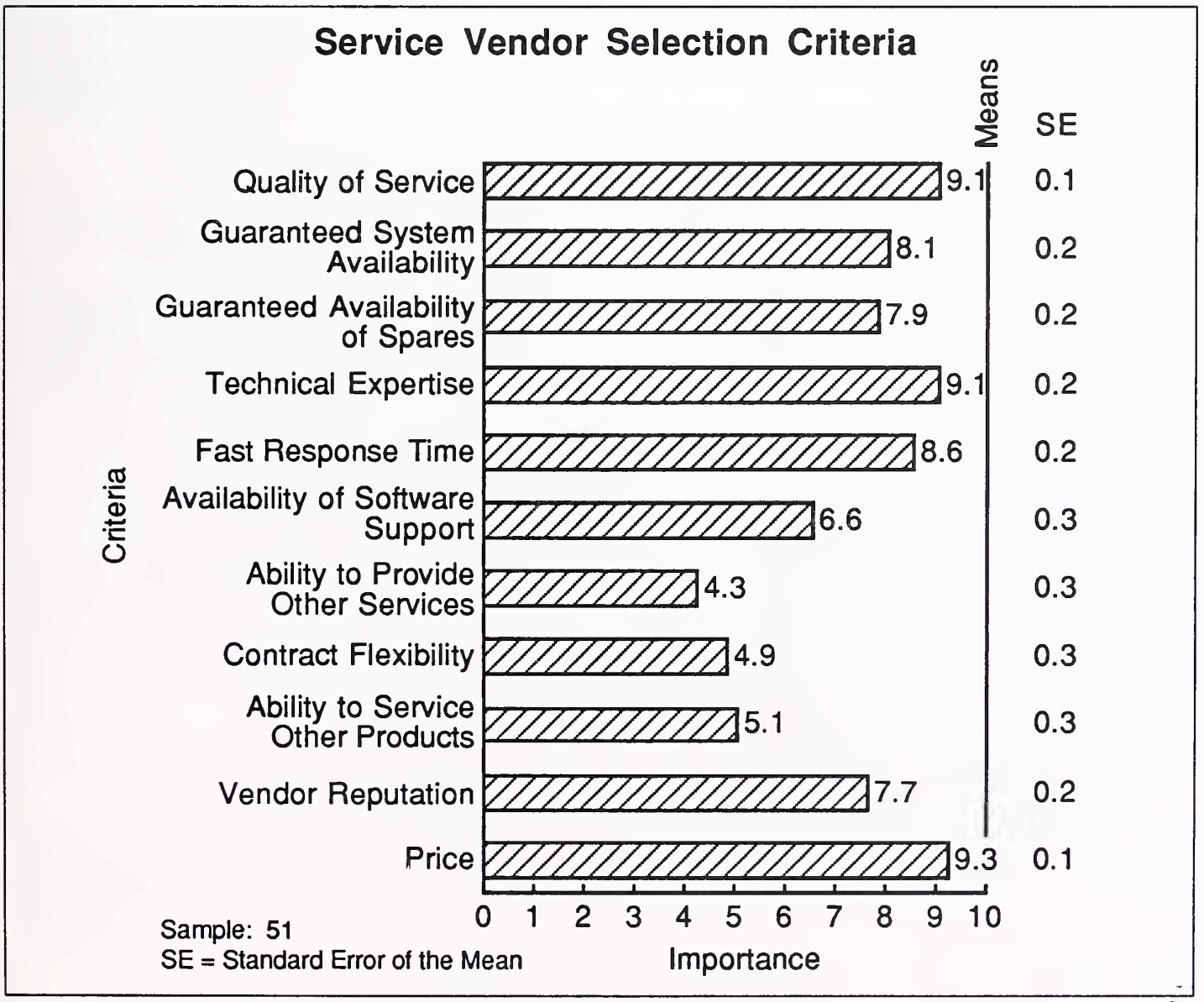

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EXHIBIT III-2

Hardware Maintenance Provider

Provider	Percent of Mentions
Manufacturer	25
Dealer	39
Independent Maintenance Organisation	47
In-house	37
Other	2

Multiple Responses Allowed

EXHIBIT III-3

Systems Availability Performance Analysis

	Importance Rating	Satisfaction Rating	Satisfaction Index
System Availability	8.5	9.1	(0.6)

Response Time/Repair Time

Service Aspect	Acceptable Hours	Experienced Hours	Difference
Response Time	5.9	3.3	(2.6)
Repair Time	8.3	6.1	(2.2)

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EXHIBIT III-4

Systems Failure Rates

Causes of Failures	Percent
Hardware	90
Systems Software	0
Applications Software	1
Other	9
Mean of Failure Per Year	20.2

Sample: 51

EXHIBIT III-5

Hardware Service Importance/Satisfaction

Service Aspect	Importance Rating	Satisfaction Rating	Satisfaction Index
Spares Availability	8.5	8.4	0.1
Engineer Skills	9.5	8.7	0.8
Problem Escalation	7.1	9.3	(2.2)
Documentation	5.3	8.4	(3.1)
Remote Diagnostics	0	0	0
Average	7.6	8.7	(1.1)

Sample Size: 51

Hardware Maintenance

	Importance Rating	Satisfaction Rating	Satisfaction Index
Vendor's Performance	8.3	9.3	(1.0)

Sample: 51

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EXHIBIT III-6

Software Maintenance Provider

Provider	Percent of Mentions
Hardware Manufacturer	45
Software House	14
Software Product Vendor	8
Dealer/Distributor/VAR	45
In-House	55
Other	0

Multiple Responses Allowed

EXHIBIT III-7

Systems Software Support Contract

Software Support	Percent of Mentions
Included in Licence Fee	6
Three-Year Contract (or longer)	24
Annual Renewable	49
None or use Ad hoc Service	14
Other	8

Sample: 51

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EXHIBIT III-8

Systems Software Problem Resolution

Solved by Phone (Percent)	90.4
Elapsed Time (hrs.)	0.85
Response/Fix Time	-
Acceptable (mean hrs.)	8.0
Experienced (mean hrs.)	4.3
Difference (hrs.)	(3.7)
Repair Time Acceptable (mean hrs.)	9.1
Experienced	6.8
Difference	(2.3)

EXHIBIT III-9

Systems Software Support

Service Aspect	Importance Rating	Satisfaction Rating	Satisfaction Index
Engineer Skills	9.4	8.7	0.7
Documentation	5.9	7.8	(1.9)
Software Installation	5.8	8.4	(2.6)
Provision of Updates	5.8	8.4	(2.6)
Remote Diagnostics	0	0	-
Average	6.7	8.3	(1.6)

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EXHIBIT III-10

Ancillary Services

	Currently Use	Satisfaction	Requirement	Level of Interest
Configuration Planning	6	7.0	-	-
Capacity Planning	12	7.5	-	-
Environmental Planning	3	6.7	-	-
Cabling	33	8.1	-	-
Software Evaluation	0	0	-	-
Consultancy	37	6.8	-	-
Network Planning	5	7.0	1	6.0
Network Management	0	0	-	-
Disaster Recovery	1	8.0	-	-
Facilities Management	1	-	-	-
Problems Management	1	0	-	-
Applications Software Support	4	7.3	1	8.0
Desktop Services	43	7.9	3	7.0

Appendix A contains the questionnaire used for user interviews.

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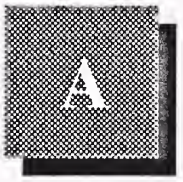

INPUT 1992 Computer User Survey Questionnaire

A
General

1. What is the make and model number of the main computer on your site and how many do you have?

   - Makers Name _____
   - Model _____ (CRITICAL INFORMATION)
   - Units _____

2. Are you the person who is knowledgeable on the servicing of this system?

   - Yes _____ No _____

   (If not then obtain the name of the correct person and start again)

   Name of person responsible _____

3. Do you have other systems? What are the makes and model numbers of these systems and how many do you have?

	Secondary	Others
• Makers Names	_____	_____
• Model	_____	_____
• Units	_____ (CRITICAL INFORMATION)	_____

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Most of the following questions that I am going to ask you are related to your main _____ system. (Write in system type). There will be some questions that refer to secondary or other systems or to secondary vendors of support.

(To confirm, read out the chosen make and model number).

4. So that we can ensure that we get a proper cross-section of industry and commerce, can you tell me what is the main business sector of your company?

(Read out the list to allow for best choice. Then circle appropriate answer).

Business Sector

- Manufacturing 1
- Distribution 2
- Transportation 3
- Utilities 4
- Banking and Finance 5
- Insurance 6
- Government (including Education) 7
- Services 8
- Other 88

_____

- Don't Know 99

B
Service Vendor Selection

I would like to ask you some questions relating to the vendors that service your computer systems.

5. Could you please rate the **importance** of the following criteria in selecting your service vendors, on a scale of 1 to 10 (1 = low, 10 = high).

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Criteria		Rating
a)	Quality of service	_____
b)	Guaranteed system availability level	_____
c)	Guaranteed availability of spare parts	_____
d)	Technical expertise	_____
e)	Fast response time	_____
f)	Availability of software support	_____
g)	Ability to provide other services	_____
h)	Contract flexibility	_____
i)	Ability to service other products (of other types or from other vendors)	_____
j)	Vendor reputation	_____
k)	Price	_____

Interviewer: PLEASE ROTATE QUESTION ORDER.

6a) Would you please tell me who services your computer systems hardware?

(Please circle appropriate vendor type; multiple answers are allowed in each column).

	Main	2ndary	Other
• Manufacturer	1	1	1
• Dealer/Distributor/VAR	1	1	1
• Independent maintenance organisation (IMO)	1	1	1
• Own company	1	1	1
• Other	1	1	1
_____			
• Don't Know	99	99	99

(If the respondent answered **YES** to IMO, go to question 6b. If the respondent answered **YES** to Dealer/Distributor, go to question 6c. If neither, go to question 7.

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b) I notice that your system, or part of it, is serviced by an independent maintenance organisation. Could you tell me the reason why you use an independent maintenance organisation (IMO)?

(Please circle appropriate answer; multiple answers allowed).

- Lower cost 1
- Local service 1
- Single-source service 1
- IMO service is higher quality 1
- More flexible contract 1
- Other 1

- Don't Know 99

Interviewer: PLEASE ROTATE QUESTION ORDER.

(If the respondent answered **YES** to Dealer/Distributor, carry on to question 6c. If **NOT**, go to question 8.)

c) I notice that your system, or part of it, is serviced by a Dealer/Distribution/VAR. Could you tell me the reason why you use maintenance from this source?

(Please circle appropriate answer; multiple answers allowed).

- Lower cost 1
- Local service 1
- Single-source service 1
- VAR service is higher quality 1
- More flexible contract 1
- Other 1

- Don't Know 99

Go to question 8a.

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7. I notice that you **DO NOT** use an independent maintenance company (IMO); is there a reason for this?

(Please circle appropriate answer; multiple answers allowed).

- Satisfied with manufacturer 1
- Manufacturer has an advantage 1
- IMOs cannot support software 1
- Tied to manufacturer with contract 1
- Fear of system supplier response 1
- Considered and rejected IMO 1
- IMO financial weakness 1
- Unaware of IMOs 1
- Other 1

- Don't Know 99

Interviewer: PLEASE ROTATE QUESTION ORDER.

8a) Would you prefer all hardware maintenance and systems software support to be provided by one service vendor at each site, or one vendor overall? If yes, what would your interest level for single source service be on a scale of 1 to 10
(1 = Low, 10 = High)

(Circle answer)

- Yes, one vendor per site 1
- Yes, prefer one for all sites 2
- No, prefer multiple vendors 3
- Don't know 99
- Level of interest _____

(If the respondent answered either **YES**, ask:)

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b) Who would you prefer that vendor to be?

(Please circle appropriate answer; multiple answers allowed).

- The manufacturer of your main hardware 1
- Dealer/distributor/VAR 1
- IMO company 1
- One of your other hardware manufacturers 1
- Other 1

_____

- Don't Know 99

Note: VAR is a value-added reseller.

IMO is an independent maintenance organisation.

C
Hardware Maintenance

I would now like to ask you some questions about the **HARDWARE MAINTENANCE** of your computer systems.
(Reaffirm that questions apply to the main system type _____)

Some of the questions are scaled with ratings from 0 or 1 to 10. Zero (0) represents Not Applicable (NA), 1 is low importance or low satisfaction, 5 is average, and 10 represents top importance or full satisfaction.

9. What is your rating for the importance of hardware maintenance to your business and how satisfied are you with your main service vendor's performance.

- Importance rating _____
- Satisfaction rating _____

10. If we define **SYSTEMS AVAILABILITY** as the percentage of your normal working hours that the system is operational (disregarding non-critical peripheral breaks), what percentage has that been for your system over the last twelve months?

- Percentage _____ %

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11. How many times each year does your system fail completely for a period of greater than one hour?

    - Failures per year _____

    And what percentage of these system failures are due to:

    - Hardware _____ %
    - Systems software _____ %
    - Applications software _____ %
    - Other (i.e., power failure) _____ %

    _____

    (Please check that percentages add up to 100).

12. What is your rating for the importance of **SYSTEMS AVAILABILITY** (scale 1-10), and what is your level of satisfaction?

    - Importance rating _____
    - Satisfaction rating _____

13. Defining **HARDWARE RESPONSE TIME** as the time it takes between reporting a fault and the arrival of the service engineer on site (in working hours, that is to say 8 hours = 1 working day), what response time (in hours) do you find acceptable and what did you actually experience as an average over the last twelve months?

    - Acceptable _____ Hours
    - Experienced _____ Hours

14. If **HARDWARE REPAIR TIME** is defined as the time taken to get the system fully operational from the time the engineer arrives on site, then what time do you find acceptable (in working hours) and what time did you experience in the last twelve months?

    (Note: 8 hours = 1 working day or shift)

    - Acceptable _____ Hours
    - Experienced _____ Hours

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15. I would now like to go through a list of five aspects of hardware maintenance and ask you to give both an **IMPORTANCE** and a **SATISFACTION** rating for each (scale 0 - 10, 0 = NA, 1 = Low, 10 = High).

	Importance	Satisfaction
• Spares availability	_____	_____
• Engineer skills	_____	_____
• Problem escalation	_____	_____
• Documentation	_____	_____
• Remote diagnostics	_____	_____

16. How important is it that your system supplier provides a hardware **CONSULTANCY/PLANNING** service to support your operations and how satisfied are you with the service provided? (Scale 0 - 10, 0 = NA, 1 = Low, 10 = High).

- Importance _____
- Satisfaction _____

D
Systems Software Support

I would like to ask you some questions relating to the service you get from your software support vendor.

These questions relate to **SYSTEMS SOFTWARE** - Not Applications.

Systems software includes networking software for LANs or wide-area networks.

As before, some of the questions are scaled with ratings from 0 or 1 to 10. Zero (0) represents Not Applicable (NA), 1 is low importance or low satisfaction, 5 is average and 10 is top importance or full satisfaction.

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17. Who supports your **SYSTEMS SOFTWARE?**

(Please circle appropriate answer; multiple answers allowed).

	Main	2ndary	Other
• Hardware manufacturer	1	1	1
• Software house/ professional service company	1	1	1
• Software product vendor	1	1	1
• Dealer/distributor/ Value-added reseller (VAR)	1	1	1
• In-house department	1	1	1
• Other	1	1	1
_____			
• Don't Know	99	99	99

18. What is your rating for the **IMPORTANCE** of systems software support to your business and what is your satisfaction with your vendor's systems support activities? (Scale 1-10)

- Importance rating _____ _____
- Satisfaction rating _____ _____

19. What percentage of systems software problems are **SOLVED BY TELEPHONE**, and how long does this take in elapsed time from the time it is alerted to the service engineer?

- Solved by phone _____ %
- Elapsed time _____ Hours

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20. For those problems **NOT** possible to solve over the telephone, what **RESPONSE TIME** would you find acceptable, and what time (on average and in working hours) have you experienced over the last twelve months? (Take RESPONSE TIME to mean from the time the problem is reported to the arrival of the engineer on site).

	Main	2ndary
• Acceptable	_____ Hours	_____ Hours
• Experienced	_____ Hours	_____ Hours

21. If **FIX TIME** is defined as the time taken to get the system fully operational from the arrival of the engineer on site, then what time (in working hours) do you find acceptable, and what did you experience over the last twelve months?

• Acceptable	_____ Hours	_____ Hours
• Experienced	_____ Hours	_____ Hours

22. I would now like to go through a list of five aspects of **SYSTEMS SOFTWARE SUPPORT** and ask you to give an **IMPORTANCE** and a **SATISFACTION** rating for each. (Scale 0 - 10, 0 = NA, 1 = Low, 10 = High).

	Importance	Satisfaction - Main Supplier	Satisfaction - 2ndary Supplier
• Engineer Skills	_____	_____	_____
• Documentation	_____	_____	_____
• Software Installation	_____	_____	_____
• Provision of Updates	_____	_____	_____
• Remote Diagnostics	_____	_____	_____

23. How important is it that your system software suppliers provide a software **CONSULTANCY/PLANNING** service to support your operations and how satisfied are you with the services provided? (Scale 0 - 10, 0 = NA, 1 = Low, 10 = High)

	Main	2ndary
• Importance	_____	_____
• Satisfaction	_____	_____

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24. Which type of **SYSTEMS SOFTWARE SUPPORT CONTRACT** do you currently have for your main system?

(Please circle appropriate answer. Only ONE answer allowed).

- Support included in software licence fee 1
- Three-year contract (or longer) 2
- Annual renewable 3
- None or use ad hoc service 4
- Other 88

_____

E
Other Services

25. I am particularly interested in obtaining your views on other services or modified current service offerings that your service suppliers could provide that would help to improve the running of your computer systems.

Could you say which of the following services your service vendor is **CURRENTLY CONTRACTED** to supply and which you would like your service vendor to provide? Also, could you give a level of satisfaction for those contracted and a level of interest rating for those required against each in the range 1 to 10 where 1 = low satisfaction or interest, 5 = average satisfaction or interest and 10 = top satisfaction or must have?

(Please circle appropriate answer and insert Satisfaction or LOI ratings).

	Currently Contracted	Satisfaction Rating	Require	LOI
• Configuration Planning	1	_____	1	_____
• Capacity Planning	1	_____	1	_____
• Environmental Planning	1	_____	1	_____
• Cabling	1	_____	1	_____
• Software Evaluation	1	_____	1	_____
• Consultancy	1	_____	1	_____
• Network Planning	1	_____	1	_____
• Network Management	1	_____	1	_____

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• Disaster Recovery/ Business Continuity	1	_____	1	_____
• Facilities Management	1	_____	1	_____
• Problems Management	1	_____	1	_____
• Applications Software Support	1	_____	1	_____
• Desktop Services	1	_____	1	_____

Interviewer:
PLEASE ROTATE QUESTION ORDER.

26. If you require or use desktop services, which of the following types of service do you need? (Please ring all appropriate)

- PC/Workstation supply/installation 1
- LAN/Server supply/installation 1
- PC/Workstation/maintenance 1
- LAN/Server maintenance 1
- Network management 1
- Application software product supply/installation 1
- End-user training 1
- End-user applications development 1
- End-user support 1
- Other 1

_____

This completes the questionnaire. I would like to thank you on behalf of INPUT for helping us to complete this survey. To express our appreciation for your time, we will be sending you a "thank you" package.

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